Name_redacted.com Monthly Analytics Report

For the period 2023-05-01 to 2023-09-30.

Report Generated: Mon Oct 16 15:14:32 2023.

Audience Overview

Users, Pageviews and Sessions

The table below shows the total number of users, sessions and pageviews grouped by month.

The average views per user and sessions per user for each month are also shown. Higher values indicate increased interaction with the site (views per user) and more willingness for users to return (sessions per user).

Table 1: Users, Pageviews and Session Data

Month	Total Users	Views	Sessions	Views/User	Sessions/User
2023-05	42432	60125	52640	1.417	1.241
2023-06	36959	51173	45839	1.385	1.24
2023-07	34777	48066	43124	1.382	1.24
2023-08	38025	51964	47115	1.367	1.239
2023-09	42887	58319	52909	1.36	1.234
Average	39016	53929	48325	1.382	1.239

- Users: A user is defined as a visitor who has logged at least one event on your website. As soon as a person lands on any page of your site they are either identified as a new or returning user based on their browser cookies.

- Views: A view of a page on your site that is being tracked in Google Analytics. If a user reloads the page after it is rendered then this is counted as an additional pageview. If a user navigates away from a page and then returns, this is also counted as an addional pageview.

- Sessions: A group of user interactions on your site that takes place within a given timeframe. Users that leave the site and return within 30 min are counted as a part of the original session.

The monthly variation in users, views and sessions over the period considered is plotted below. This illustrates the longer term traffic trends for the site.
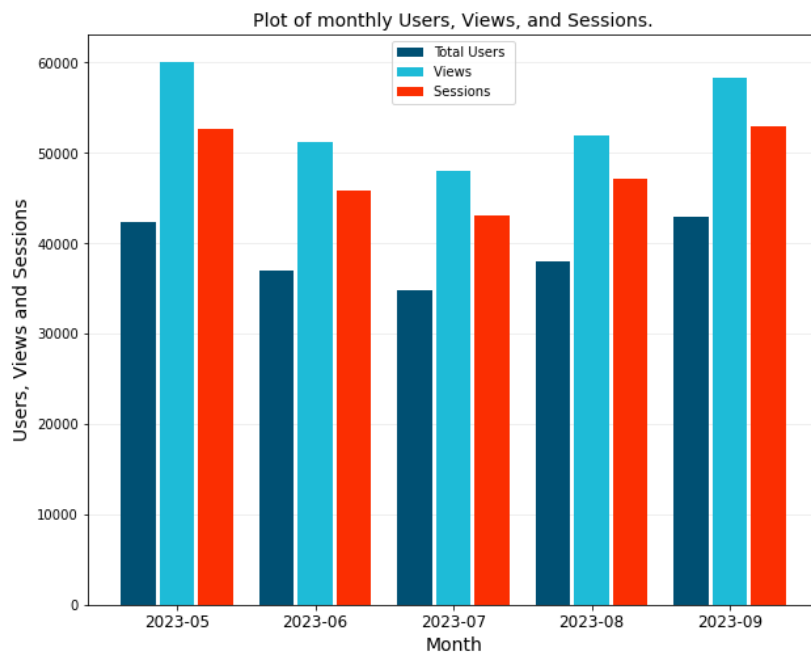

Figure 1: Plot of monthly Users, Views, and Sessions.

The monthly variation in pageviews per user and sessions per user shows the degree to which users are returning to, and interacting with the site. Larger values indicate increased interaction.
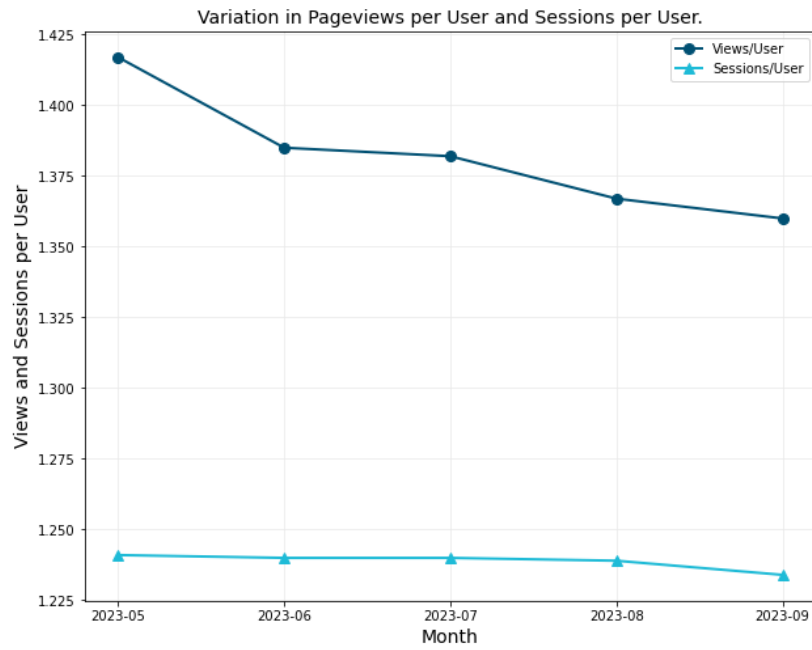
Figure 2: Variation in Pageviews per User and Sessions per User.

New and Returning Users

A user is identified as new when they interact with your site for the first time. Thereafter they are tagged as returning.

A returning user intiated at least one previous session, regardless of whether or not the session was an engaged session.

Table 2: Total Users, New Users, and User Breakdown

Month	Total Users	New Users	New Users (%)	Returning Users (%)
2023-05	42432	30106	70.95	29.05
2023-06	36959	26353	71.3	28.7
2023-07	34777	24556	70.61	29.39
2023-08	38025	26907	70.76	29.24
2023-09	42887	30662	71.49	28.51
Average	39016	27716	71.04	28.96

The monthly percentage change in new and returning users is plotted in the figure below.
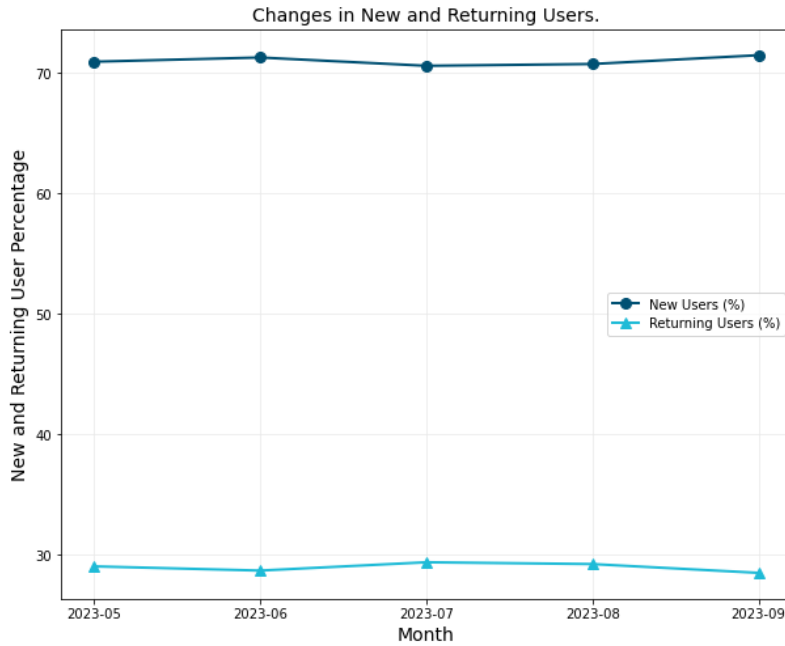
Figure 3: Changes in New and Returning Users.

Active Users

An active user is defined as a user that visited your site.

The table below shows the number of active users across a daily, weekly and monthly period. For example, 28 day active users are the number of active users who visited your site within a 28 day period.

The values in the table are reported by month (rows). Therefore the **average** daily, weekly, and monthly users across the monthly period are tabulated.

Table 3: Daily, Weekly and Monthly Active Users

Month	Mean 1-day Active Users	Mean 7-day Active Users	Mean 28-day Active Users	DAU / MAU (%)	DAU / WAU (%)	WAU / MAU (%)
2023-05	1166	7716	30992	3.5	15.11	23.19
2023-06	1042	6904	26530	3.66	15.09	24.29
2023-07	945	6328	24725	3.57	14.94	23.93
2023-08	1037	6575	24605	3.93	15.75	24.98
2023-09	1222	8046	28532	4.02	15.17	26.54

The ratio of Daily Active Users (DAU) to Monthly Active Users (MAU), Daily Active Users to Weekly Active Users (WAU), and Weekly Active Users to Montlhy Active Users are also tabulated.

This is a measure of User Stickiness as it compares user engagement over a narrower (DAU/WAU) and broader (DAU/MAU) timeframe.

These ratios can assist in understanding how well you retain users over time. Higher ratios across the board indicates better engagement and user retention.
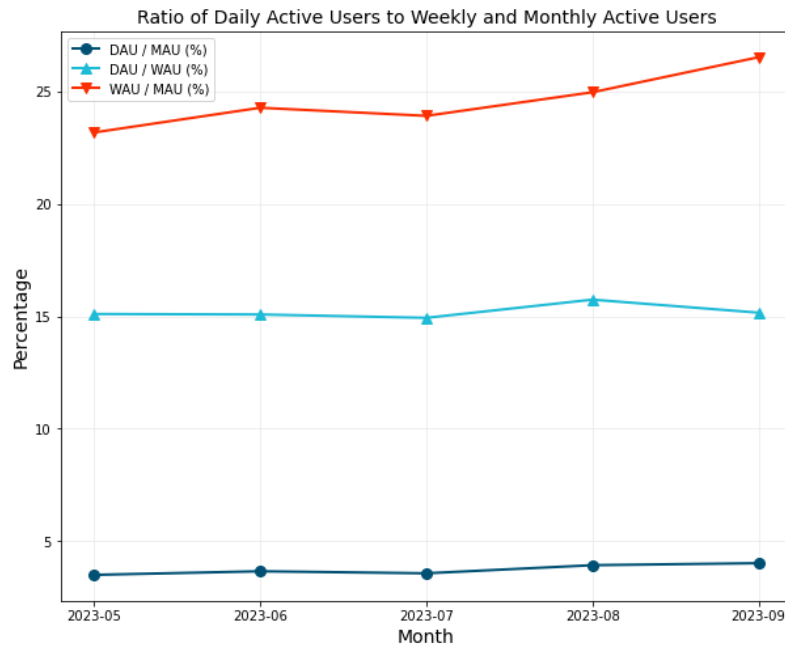
Figure 4: Ratio of Daily Active Users to Weekly and Monthly Active Users

Change in Users, Pageviews and Sessions

The table below shows the monthly change in users, sessions, and pageviews expressed as a percentage of the previous month's numbers.

The cumulative change in views over the tabulated period is also shown. This is the per period change in views from the value given in the first row.

Table 4: Changes in Users, Session and Views

Month	Total Users	Views	Sessions	Users Change (%)	Sessions Change (%)	Views Change (%)	Cum. Views Change (%)
2023-05	42432	60125	52640	-	-	-	-
2023-06	36959	51173	45839	-12.9	-12.92	-14.89	-14.89
2023-07	34777	48066	43124	-5.9	-5.92	-6.07	-20.06
2023-08	38025	51964	47115	9.34	9.25	8.11	-13.57
2023-09	42887	58319	52909	12.79	12.3	12.23	-3.0

The figure below graphically illustrates these changes on a per-period basis.
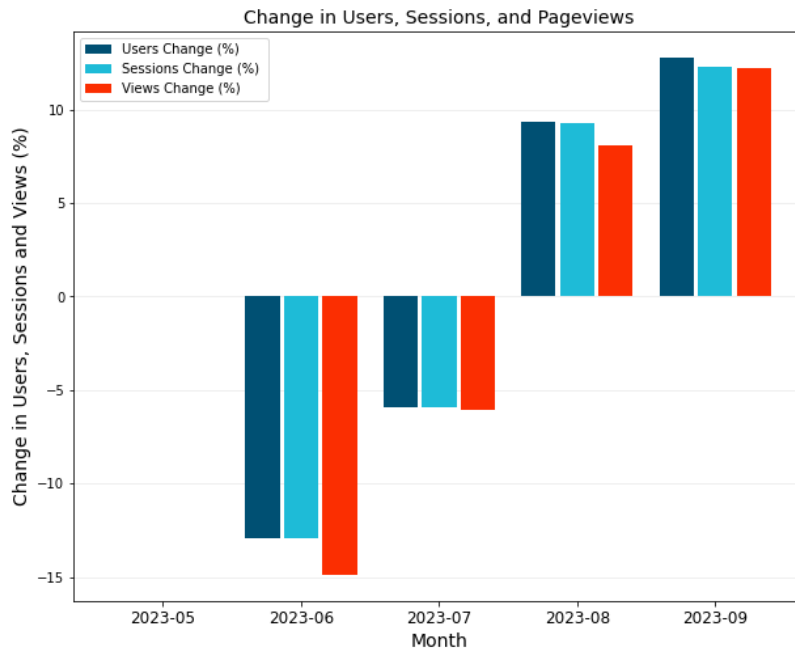
Figure 5: Change in Users, Sessions, and Pageviews

Session Engagement

Engagement rate and bounce rate are important metrics that enable you to measure and analyse user engagement.

Both metrics are defined in terms of engaged sessions.

- A session is a period during which a user is engaged with your website.
- An engaged session is a session that lasts more than 10 seconds, has a conversion event, or at least 2 pageviews.
- Every session is classified as either engaged or bounced.
- A bounced session is a session that is not engaged.

The table below shows the total sessions over the period, and the breakdown of engaged versus bounced sessions.

Table 5: Engaged Session Breakdown

Month	Sessions	Engaged Sessions	Bounced Sessions	Engaged Sessions (%)	Bounced Sessions (%)
2023-05	52640	24370	28270	46.3	53.7
2023-06	45839	20820	25019	45.4	54.6
2023-07	43124	19663	23461	45.6	54.4
2023-08	47115	21596	25519	45.8	54.2
2023-09	52909	24417	28492	46.1	53.9

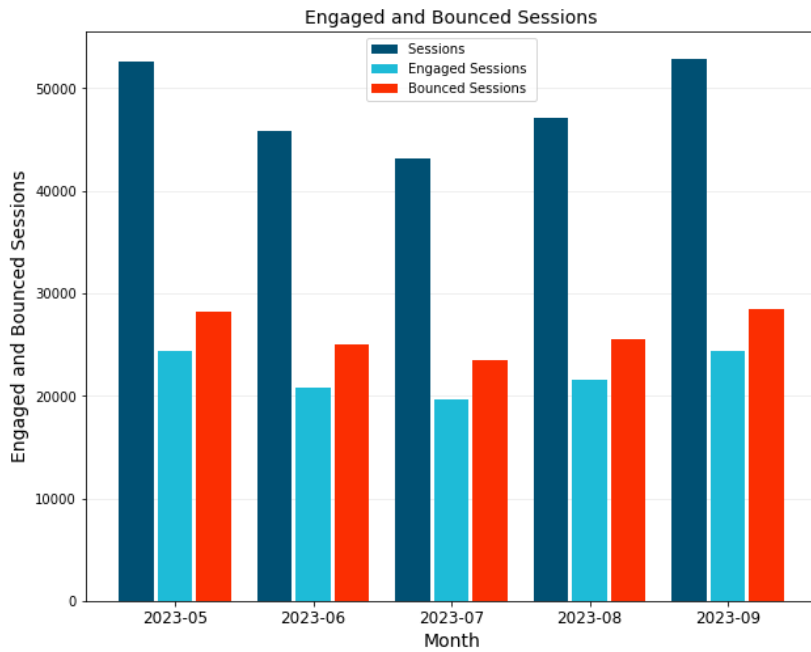The figure below plots the absolute variation in monthly engaged sessions and bounces.

Figure 6: Engaged and Bounced Sessions

The monthly percentage variation in engaged and bounced sessions is plotted below. Ideally the rate of engaged sessions should be increasing over time with a corresponding decrease in bounced sessions.
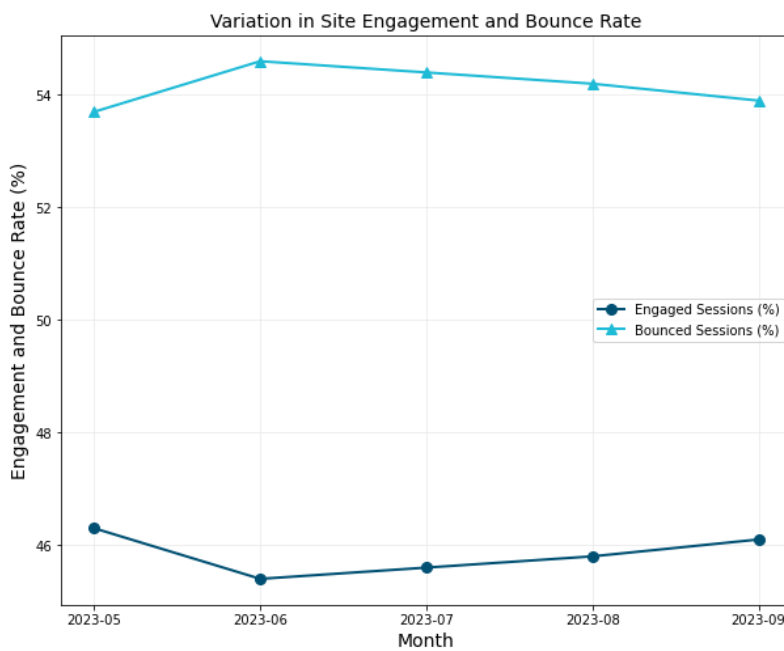

Figure 7: Variation in Site Engagement and Bounce Rate

Site Time and Session Duration

Cumulative Site Time

The cumulative monthly site time is defined as the total amount of time spent on the website by all users over the month.

Site time is accumulated from the moment a user begins a new session till any one of the following happens:

- The user focuses away from the web page.
- The user closes the webpage tab or navigates to another screen or tab.
- The site crashes.

The average daily site time is calculated by dividing the total cumulative site time by the number of days across the period being considered.

Table 6: Site Time and Session Duration

Month	Sessions	Engaged Sessions	Cumulative Site Time	Ave Daily Site Time
2023-05	52640	24370	670 hr 32 min	21 hr 38 min
2023-06	45839	20820	569 hr 12 min	18 hr 58 min
2023-07	43124	19663	551 hr 03 min	17 hr 47 min
2023-08	47115	21596	578 hr 52 min	18 hr 40 min
2023-09	52909	24417	641 hr 56 min	21 hr 24 min

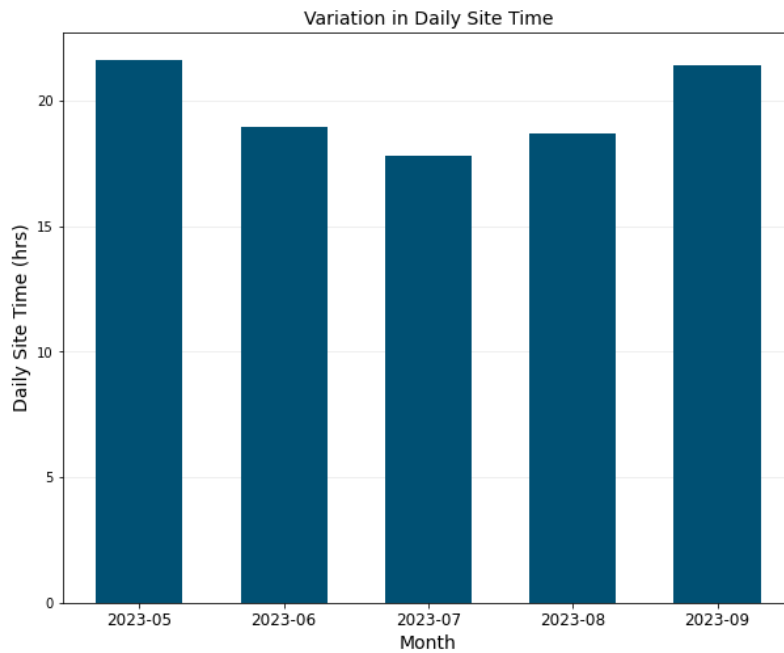The monthly variation in the daily average total active site time is plotted in the figure below.

Figure 8: Variation in Daily Site Time

Average Session Duration

The average session duration is calculated by dividing the cumulative site time by the number of sessions in the period considered. This includes both engaged and bounced sessions.

The average engaged session duration removes the bounced sessions from the session duration calculation and only considers the engaged sessions.

Table 7: Average Session Duration

Month	Sessions	Engaged Sessions	Ave Session Duration (mm:ss)	Ave Engaged Session Duration (mm:ss)
2023-05	52640	24370	00:46	01:39
2023-06	45839	20820	00:45	01:38
2023-07	43124	19663	00:46	01:41
2023-08	47115	21596	00:44	01:36
2023-09	52909	24417	00:44	01:35

The monthly variation in the average session duration (total session and engaged sessions) is plotted in the figure below.
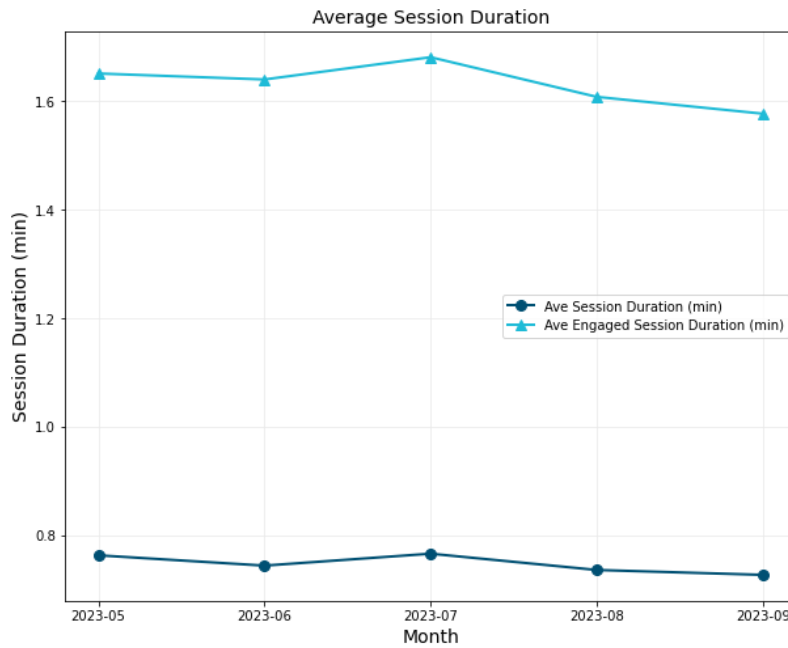
Figure 9: Average Session Duration

Traffic Sources

Traffic Breakdown by Sessions

Google Analytics automatically classifies the source of traffic to your site. The list below highlights some of the more common traffic source types often seen.

- **Organic Search:** Users arrive at your site via non-ad links accessed through a search engine.
- **Direct:** Users arrive at your site by directly entering your url.
- **Referral:** A referral link is a non-ad link to your site from another site (blogs, news sites, etc).
- **Organic Social:** This is a non-ad link on a social network like Facebook or X (Twitter).
- **Organic Video:** A non-ad link from a video site like Youtube, TikTok, or Vimeo.
- **Paid Social, Paid Video, Paid Search:** Users arrive on your site via a paid ad.

The table below shows the monthly traffic acquisition for the site by number of sessions.

Table 8: Traffic Acquisition by Source - Sessions

Month	Organic Search	Direct	Referral	Organic Social	Unassigned	Organic Video	Total
2023-05	45882	6033	425	204	95	3	52642
2023-06	39529	5828	317	65	84	3	45826
2023-07	37456	5356	197	42	69	4	43124
2023-08	40392	6065	498	103	53	2	47113
2023-09	45929	6281	504	120	55	4	52893

The traffic breakdown for the month 2023-09 is shown as a percentage of total traffic in the table and pie chart below.

Table 9: Traffic Breakdown - 2023-09 Sessions

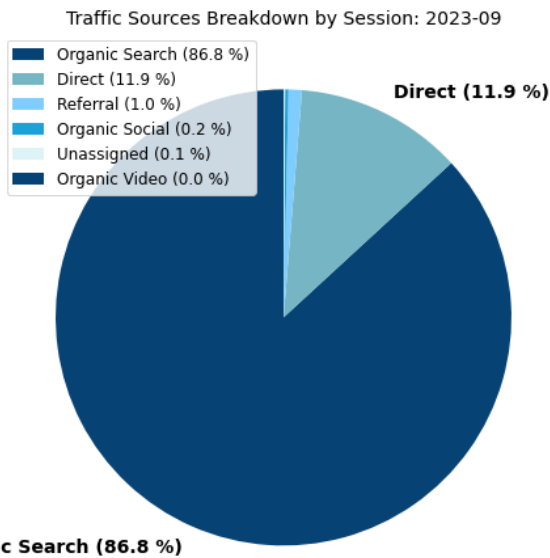| Traffic Source	Sessions	Percentage
Organic Search	45929	86.83
Direct	6281	11.87
Referral	504	0.95
Organic Social	120	0.23
Unassigned	55	0.1
Organic Video	4	0.01

Figure 10: Traffic Sources Breakdown by Session: 2023-09

Traffic Breakdown by Users

The breakdown in traffic by users is shown in the table below.

Table 10: Traffic Acquisition by Source - Users

Month	Organic Search	Direct	Referral	Organic Social	Unassigned	Organic Video	Total
2023-05	37248	4709	331	153	91	3	42535
2023-06	32180	4529	237	48	84	3	37081
2023-07	30360	4239	160	39	68	3	34869
2023-08	32869	4693	420	79	53	2	38116
2023-09	37456	5054	410	93	54	2	43069

The traffic breakdown for the month 2023-09 is shown as a percentage of total traffic in the table and pie chart below.

Table 11: Traffic Breakdown - 2023-09 Users

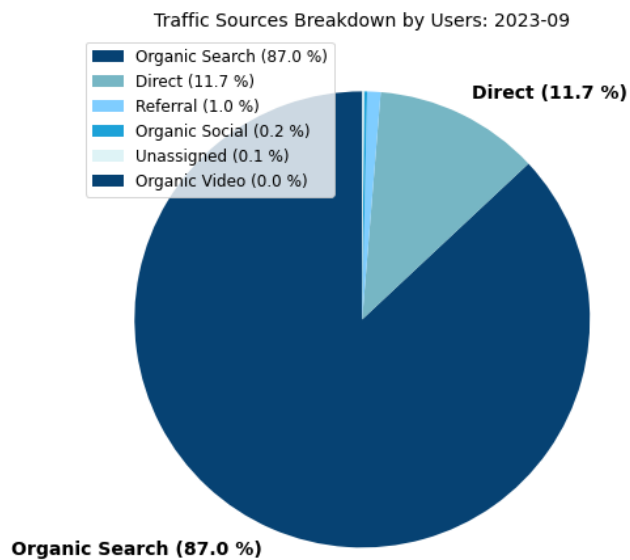| Traffic Source	Users	Percentage
Organic Search	37456	86.97
Direct	5054	11.73
Referral	410	0.95
Organic Social	93	0.22
Unassigned	54	0.13
Organic Video	2	0.0

Figure 11: Traffic Sources Breakdown by Users: 2023-09

Site Content

This section of the report details the most popular pages on the website as well as the monthly variation in number of views of the top pages.

This report covers the period 2023-05-01 to 2023-09-30 which is 152 days.

Most Visited Pages

The table below gives a list of the top pages by view count for the period 2023-05-01 to 2023-09-30 (152 days).

The cumulative pageview count is also shown. This indicates the relative distribution of views across pages on the site.

The average time spent on the top pages provides some indication the quality of the page. Pages with large view counts and long view durations should be interpreted as pages of a high quality.

Table 12: Top Pages by Pageviews

Rank	Page Path	Total Pageviews	Ave Daily Views	Percentage of Total Views (%)	Cum. Pageviews (%)	Ave Time on Page (min:sec)
1	/crosswind/	66745	439	24.8	24.8	01:47
2	/airspeed-conversions/	48791	321	18.1	42.8	02:44
3	/atmcalc/	15278	101	5.7	48.5	02:32
4	/lift-drag-moment-coefficient/	7687	51	2.9	51.4	02:60
5	/intro-wing-design/	7458	49	2.8	54.1	03:06
6	/wing-structural-design/	6977	46	2.6	56.7	02:47
7	/density-altitude/	6173	41	2.3	59.0	02:22
8	/naca-4-series-airfoil-generator/	5887	39	2.2	61.2	02:47
9	/design-aircraft-tail/	5805	38	2.2	63.3	02:60
10	/propeller/	5571	37	2.1	65.4	02:44
11	/thrust-cruise-speed/	5566	37	2.1	67.5	02:52
12	/	4486	30	1.7	69.1	01:07
13	/intro-fuselage-design/	3606	24	1.3	70.5	03:02
14	/fuselage-structure/	3324	22	1.2	71.7	02:46
15	/carburetor/	3154	21	1.2	72.9	02:58
16	/aircraft-electrical-system/	3101	20	1.2	74.0	03:07
17	/intro-sweep-angle/	3072	20	1.1	75.2	03:11
18	/drag-polar/	2874	19	1.1	76.2	02:59
19	/intro-airfoil-aerodynamics/	2870	19	1.1	77.3	02:31
20	/metar/	2713	18	1.0	78.3	01:45
21	/category/calculators/	2662	18	1.0	79.3	01:19
22	/wing-structure/	2524	17	0.9	80.2	02:53
23	All other pages	53323	351	19.8	100	-

Top Pages Views Breakdown

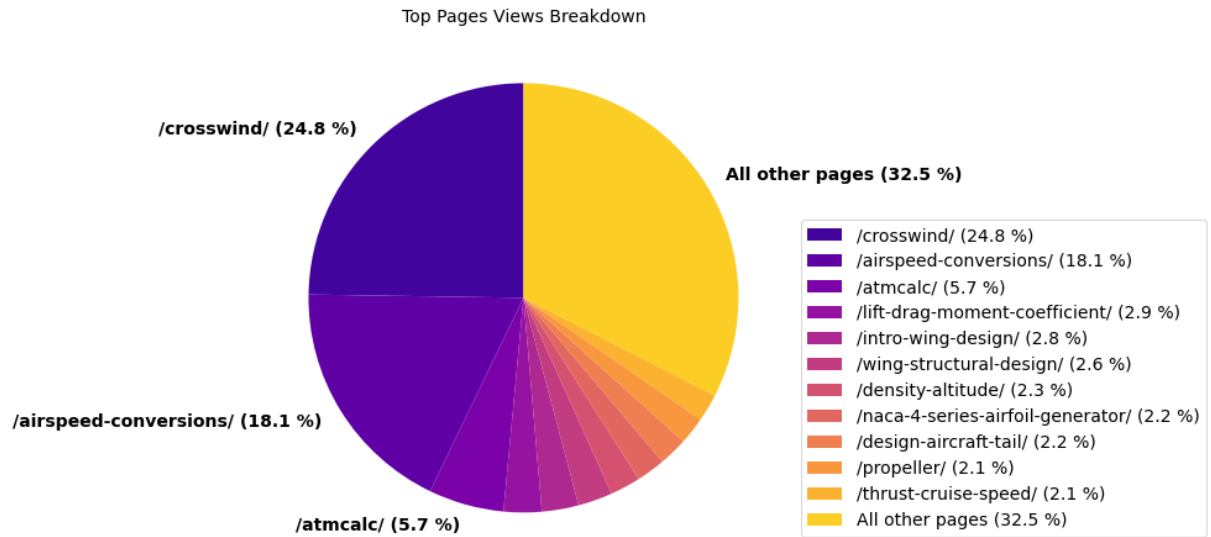The percentage breakdown of views across the top pages is shown in the figure below.

Figure 12: Top Pages Views Breakdown

Top Pages by Users and Sessions

The table below shows the total users, sessions and pageviews for the top pages for the period 2023-05-01 to 2023-09-30 (152 days).

The pageview-per-user metric gives an indication of how likely a user is to return to that page.

Table 13: Top Pages by User and Session Count

Rank	Page Path	Users	Sessions	Pageviews	Pageviews per User
1	/crosswind/	35575	67104	66745	1.88
2	/airspeed-conversions/	29591	49405	48791	1.65
3	/atmcalc/	9500	16229	15278	1.61
4	/lift-drag-moment-coefficient/	5308	8263	7687	1.45
5	/intro-wing-design/	5253	7538	7458	1.42
6	/wing-structural-design/	4679	7158	6977	1.49
7	/density-altitude/	4545	5923	6173	1.36
8	/naca-4-series-airfoil-generator/	3486	5280	5887	1.69
9	/design-aircraft-tail/	3802	5850	5805	1.53
10	/propeller/	3986	5777	5571	1.4
11	/thrust-cruise-speed/	3774	5735	5566	1.47
12	/	2838	3811	4486	1.58
13	/intro-fuselage-design/	2737	3573	3606	1.32
14	/fuselage-structure/	2538	3176	3324	1.31
15	/carburetor/	2222	3055	3154	1.42
16	/aircraft-electrical-system/	2160	2996	3101	1.44
17	/intro-sweep-angle/	2246	3170	3072	1.37
18	/drag-polar/	1920	2918	2874	1.5
19	/intro-airfoil-aerodynamics/	2074	3007	2870	1.38
20	/metar/	1171	1520	2713	2.32
21	/category/calculators/	1487	1778	2662	1.79
22	/wing-structure/	1869	2526	2524	1.35
23	All other pages	38344	50280	53323	1.39

The number of pageviews-per-user across the top pages is plotted in the figure below. The plot is ordered in terms of popularity (view count) from left to right.
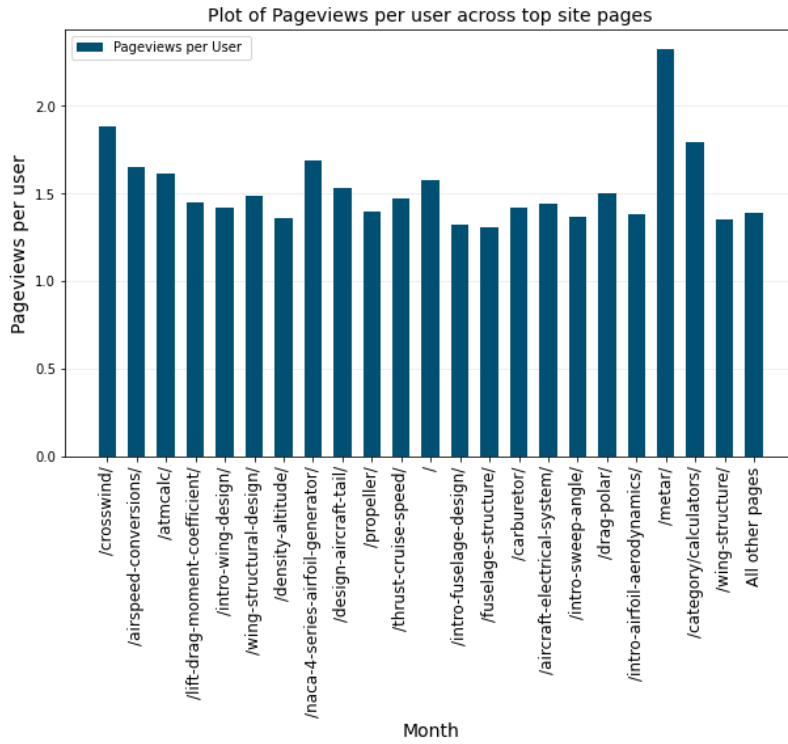
Figure 13: Plot of Pageviews per user across top site pages

Monthly Pageview Variation in Top Pages

The monthly variation in pageviews across the top site pages is shown in the table below.

The pageview variation shown in the table are plotted in the below figure where view trends become clearer to discern.

Table 14: Monthly Pageview Variation Across Top 8 Pages

Month	/crosswind/	/airspeed-conversions/	/atmcalc/	/intro-wing-design/	/lift-drag-moment-coefficient/	/naca-4-series-airfoil-generator/	/wing-structural-design/	/density-altitude/
2023-05	13584	10097	3026	1635	2123	1480	1960	1074
2023-06	12614	9749	2810	1409	1339	1005	1293	1085
2023-07	12462	9142	2558	1200	1211	919	1098	1406
2023-08	13873	9713	3153	1330	1198	893	1211	1317
2023-09	14212	10090	3731	1884	1816	1590	1415	1291

The below figure plots the variation in pageviews across the top pages by month.

Monthly Variation in Pageviews of Top Pages
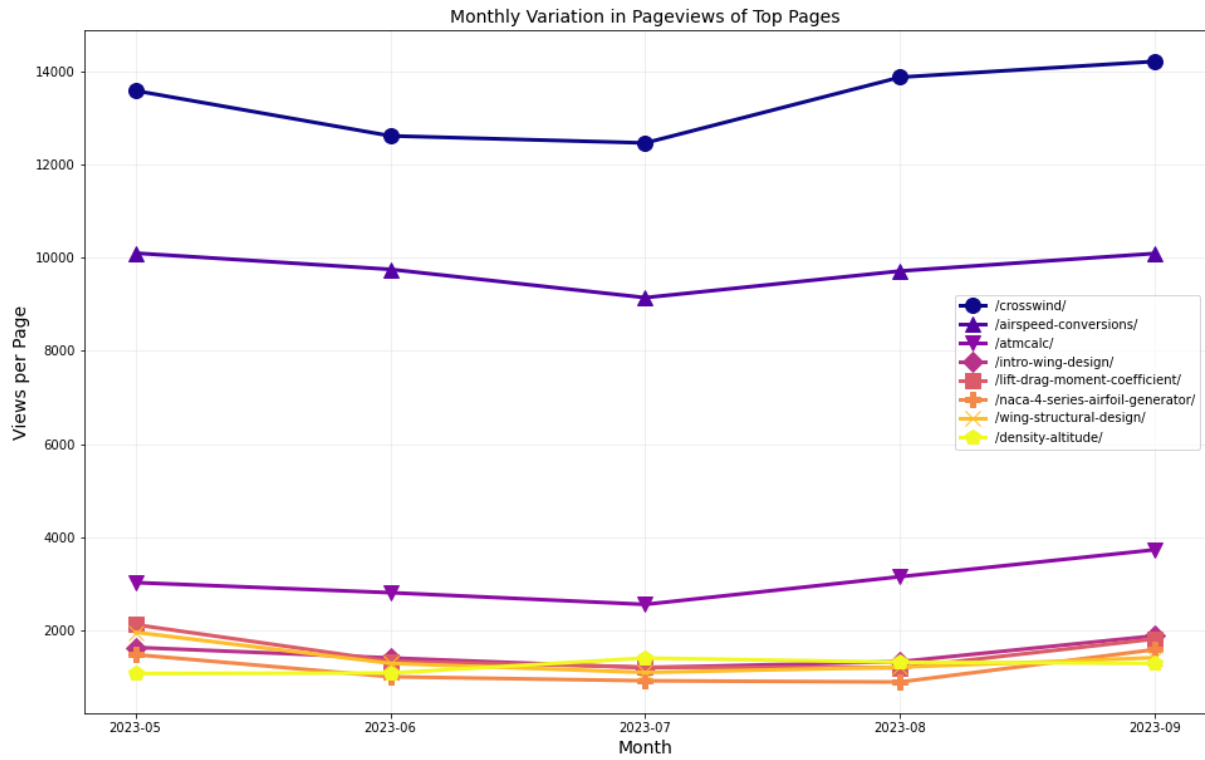
User Demographics

User demographics provide a deeper insight into who the users of your site are, when the site is most accessed, and on what devices pages are viewed.

Users and Pageviews by Country

The table below shows the breakdown of site users and views by country for the period 2023-05-01 to 2023-09-30 (152 days).

Users and views are shown as a percentage of the total users/views across the site. The cumulative pageviews column allows you to quickly determine the percentage of total views coming from the highest traffic countries.

Table 15: Users and Pageviews by Country

Rank	Country	Users	Total Users (%)	Pageviews	Ave Daily Views	Total Views (%)	Cumulative Views (%)	Pageviews per User
1	United States	60414	42.1	109757	722	40.7	40.7	1.82
2	India	9799	6.8	19308	127	7.2	47.86	1.97
3	United Kingdom	8954	6.2	16832	110	6.2	54.11	1.88
4	Australia	5858	4.1	10581	69	3.9	58.03	1.81
5	Canada	5290	3.7	9170	60	3.4	61.43	1.73
6	Philippines	3744	2.6	7027	46	2.6	64.04	1.88
7	Germany	3101	2.2	5989	39	2.2	66.26	1.93
8	Türkiye	2850	2.0	5752	37	2.1	68.39	2.02
9	France	2175	1.5	3994	26	1.5	69.87	1.84
10	Spain	2155	1.5	3983	26	1.5	71.35	1.85
11	Netherlands	2134	1.5	3921	25	1.5	72.8	1.84
12	Italy	1986	1.4	3764	24	1.4	74.2	1.9
13	South Korea	1684	1.2	3314	21	1.2	75.43	1.97
14	South Africa	1176	0.8	3308	21	1.2	76.66	2.81
15	Brazil	1392	1.0	3175	20	1.2	77.83	2.28
16	Indonesia	1401	1.0	2589	17	1.0	78.79	1.85
17	China	1442	1.0	2461	16	0.9	79.71	1.71
18	Iran	883	0.6	1925	12	0.7	80.42	2.18
19	All Other Countries	27056	18.8	52797	347	19.6	100	1.95

The breakdown of site users by country is shown in the pie chart below.

Site Users by Country

All other countries (32.3 %)

United States (42.1 %)

India (6.8 %)

United Kingdom (6.2 %)

Australia (4.1 %)

Canada (3.7 %)

Legend:
- United States (42.1 %)
- India (6.8 %)
- United Kingdom (6.2 %)
- Australia (4.1 %)
- Canada (3.7 %)
- Philippines (2.6 %)
- Germany (2.2 %)
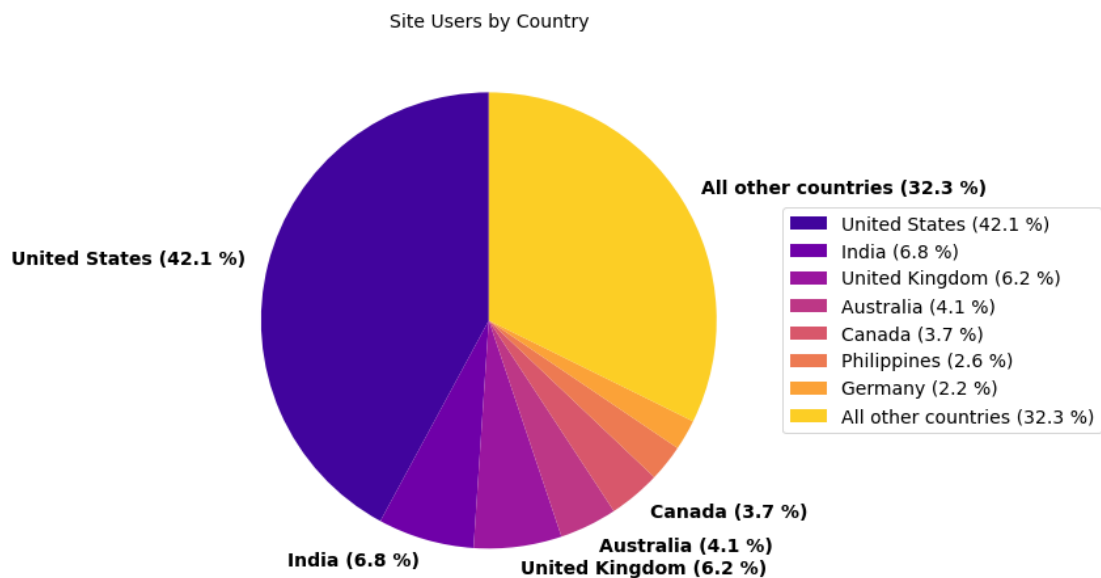- All other countries (32.3 %)

Figure 14: Site Users by Country

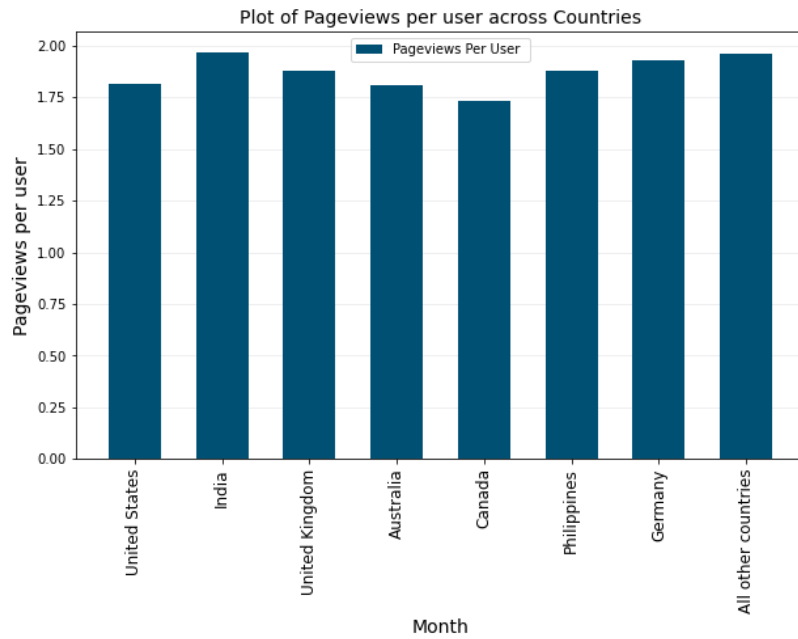The average pageviews-per-user by country is shown in the figure below.

Figure 15: Plot of Pageviews per user across Countries

Session Engagement by Country

Engagement rate and bounce rate are important metrics that enable you to measure and analyse user engagement.

Both metrics are defined in terms of engaged sessions.

- A session is a period during which a user is engaged with your website.
- An engaged session is a session that lasts more than 10 seconds, has a conversion event, or at least 2 pageviews.
- Every session is classified as either engaged or bounced.
- A bounced session is a session that is not engaged.

The table below shows the total sessions by country over the period, and the breakdown of engaged versus bounced sessions.

Table 16: Session Engagement by Country

Rank	Country	Sessions	Engaged Sessions	Engaged Sessions (%)	Bounced Sessions (%)	Ave Engaged Session Duration
1	United States	98715	42519	43.07	56.93	01:27
2	India	15569	7928	50.92	49.08	02:19
3	United Kingdom	14865	7446	50.09	49.91	01:39
4	Australia	9818	4738	48.26	51.74	01:39
5	Canada	8365	4257	50.89	49.11	01:36
6	Philippines	6112	2681	43.86	56.14	01:32
7	Germany	5475	2750	50.23	49.77	01:27
8	Türkiye	5171	2408	46.57	53.43	01:24
9	France	3592	1953	54.37	45.63	01:29
10	Spain	3810	1977	51.89	48.11	01:24

The bar chart below shows the relative session engagement from the countries with the greatest number of sessions.
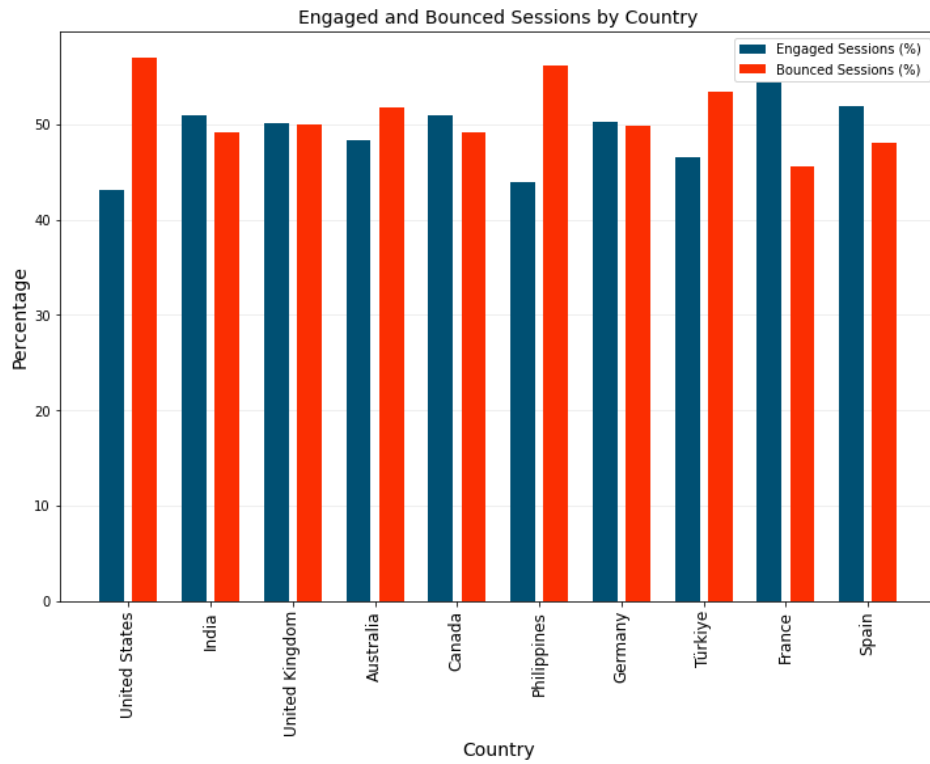
Figure 16: Engaged and Bounced Sessions by Country

The average engaged session duration (in seconds) from the countries with the greatest number of sessions is plotted below. Ideally the countries with the most users should see higher engagement rates and durations than the countries with fewer users.
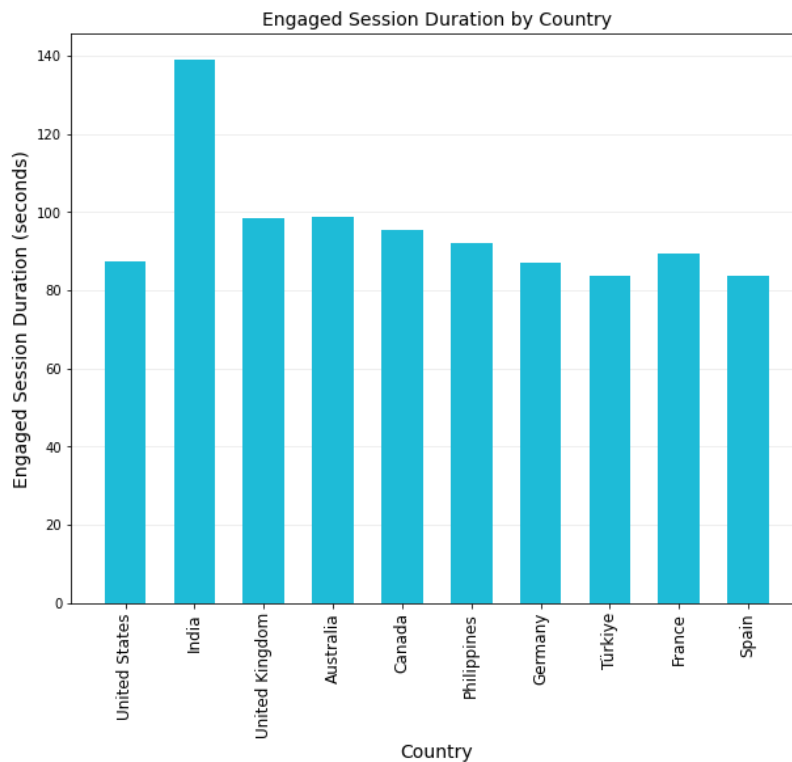

Figure 17: Engaged Session Duration by Country

Change in Users by Country

The monthly variation in user numbers by country are tabled below for the countries with the most users.

Table 17: Total Monthly Users by Country (Top 10 shown)

Month	Total	United States	India	United Kingdom	Australia	Canada	Philippines	Netherlands	Germany	Spain	Türkiye
2023-05	42563	17102	2521	3365	1543	1430	1059	598	915	771	984
2023-06	37077	16043	2362	2210	1269	1306	585	573	991	562	743
2023-07	34898	15024	2249	2272	1165	1270	600	412	883	489	753
2023-08	38143	16690	2743	2091	2180	1213	1084	424	820	445	815
2023-09	42984	18705	2964	2167	2029	1761	1443	934	779	720	688

The variation in monthly user numbers per country is shown in the figure below.

Monthly Variation in Users from Top Countries
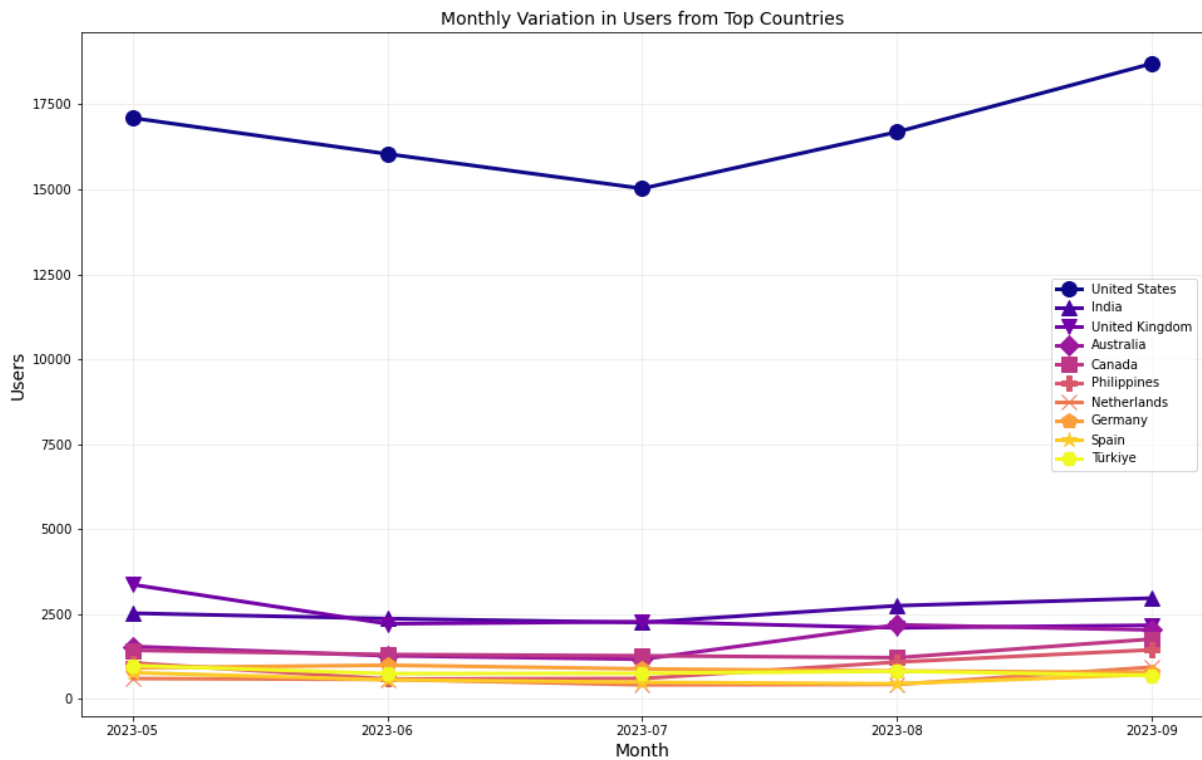
Device Category Breakdown

The breakdown in type of device used to view the site is shown in the table below.

The most common device categories are:

- Desktop
- Mobile
- Tablet

The data used to generate the table is for the period 2023-05-01 to 2023-09-30 (152 days).

Table 18: Breakdown of Users, Sessions, and Views by Device Category

Device Category	Total Users	Sessions	Views	% Users	% Views
desktop	84234	149687	163083	59.1	60.5
mobile	54365	87596	98827	38.1	36.7
tablet	3997	6596	7724	2.8	2.9
smart tv	8	13	13	0.0	0.0
Total	142604	243892	269647	100	100

The pie chart below shows the relative contribution of the various device categories by pageviews.
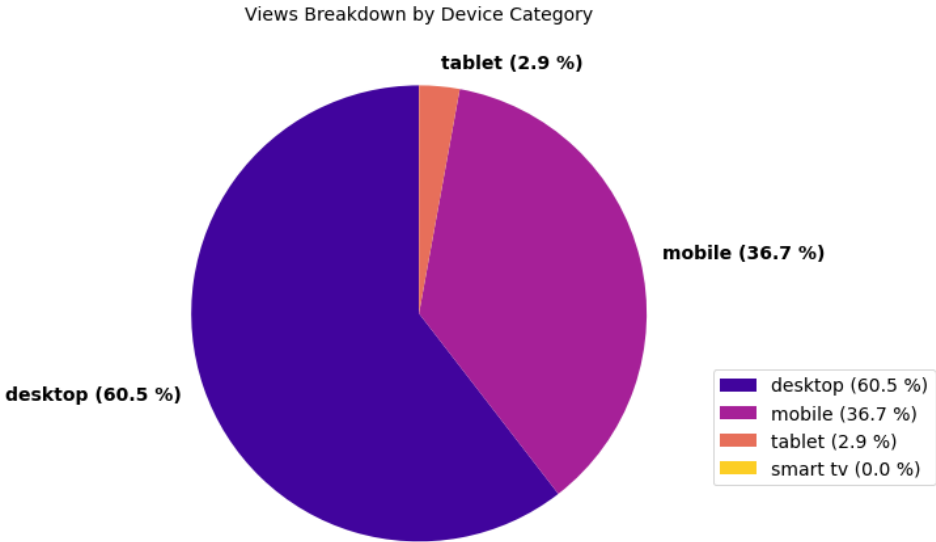

Figure 18: Views Breakdown by Device Category

Site Visits by Day of Week

The table below summarises the relative breakdown of users, sessions, and views by day of the week.

The data used to generate the table is extracted for the period 2023-05-01 to 2023-09-30 (152 days).

Table 19: Breakdown of Users, Sessions and Views by Day of the Week

Day of the Week	% Users	% Sessions	% Views
Wednesday	16.6	17.0	16.8
Tuesday	16.7	16.5	16.7
Thursday	16.1	16.1	16.1
Monday	15.4	15.4	15.2
Friday	14.5	14.4	14.4
Saturday	10.7	10.5	10.7
Sunday	10.0	10.0	10.2

The breakdown of total site visits by day of the week is shown in the pie chart below.
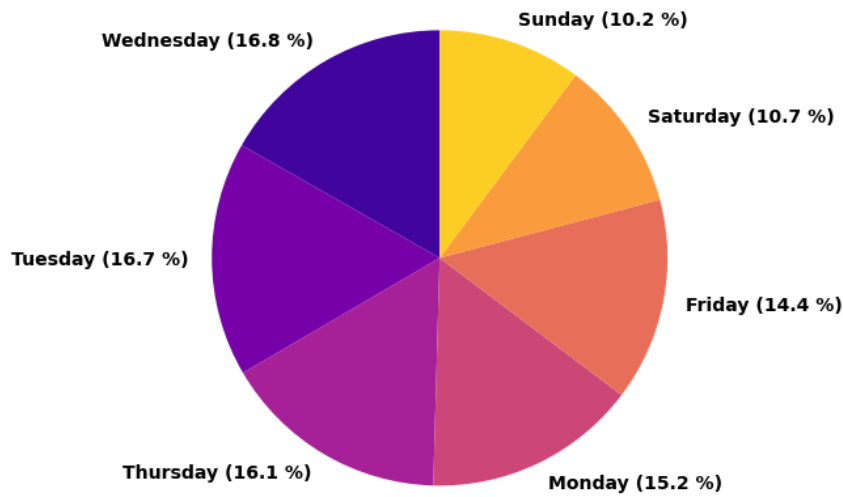
Figure 19: Views Breakdown by Day of the Week

Google Search Console

Google analytics allows for integration with Google Search Console to provide organic search related insights to your site.

Search Performance by Month

The table below shows the average monthly search ranking across all search terms that yielded an impression on Google. Lower search positions are better as they indicate that the site pages are closer to the top of Google's search ranking.

The number of monthly impressions and clicks are also tabulated as well as the click through rate which is the ratio of clicks-to-impressions.

The data used to generate the table is extracted for the period 2023-05-01 to 2023-09-30 (152 days).

Table 20: Variation in Monthly Search Position, Impressions and Clicks.

Month	Average Search Position	Number of Impressions	Number of Clicks	Click Through Rate (%)
2023-05	12.043	1023442	28888	2.81
2023-06	12.957	896906	24825	2.76
2023-07	13.196	846616	23557	2.77
2023-08	12.045	891257	26050	2.92
2023-09	12.938	1146627	30052	2.64

The monthly variation in average search position and click-through-rate are plotted in the figures below.

- Average search position refers to the average ranking of all website URLs for the queries reported from Search Console.
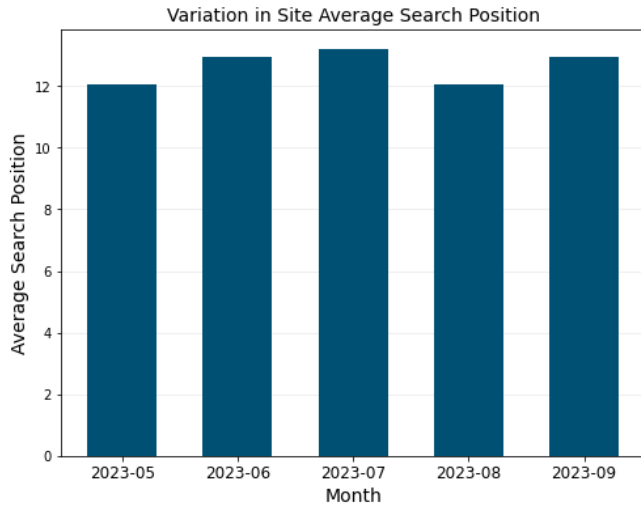- The click through rate is the percentage of impressions that result in a click.

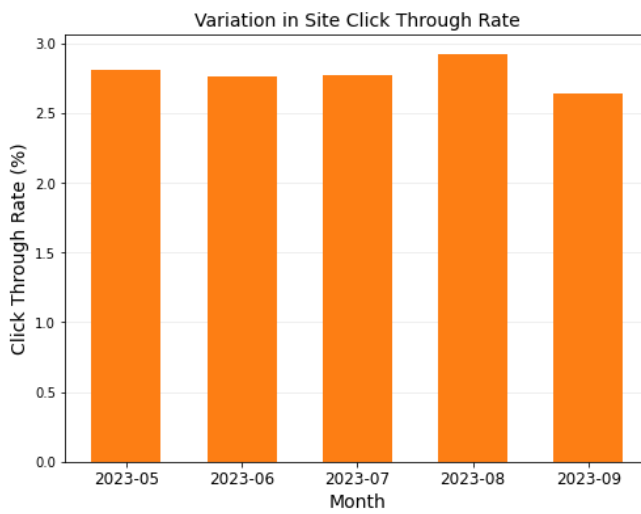Figure 20: Variation in Site Average Search Position

Figure 21: Variation in Site Click Through Rate

The monthly trend of search impressions and clicks across all queries reported in Search Console is shown in the figures below.
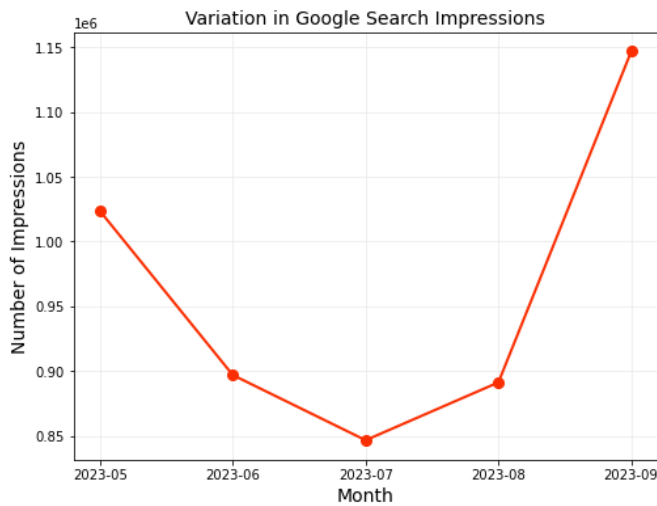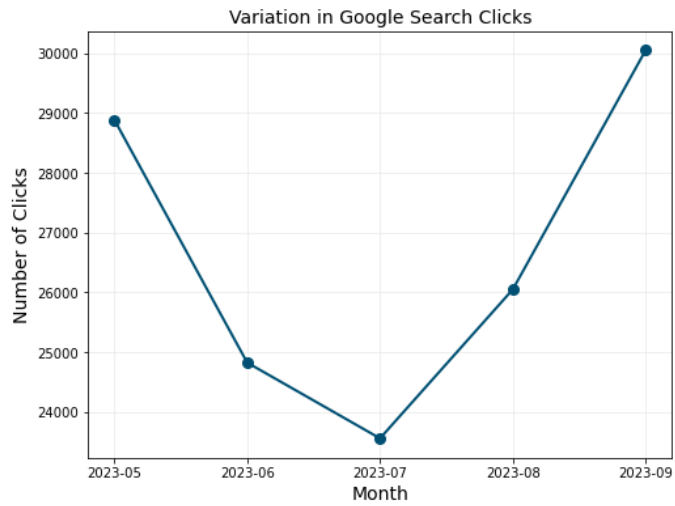

Figure 22: Variation in Google Search Impressions

Figure 23: Variation in Google Search Clicks

Search Performance by Page

The average search ranking for each of the 20 most popular pages is shown in the table below.

- Pages in the table are ranked by number of clicks in descending order.
- Pay close attention to the click-through-rate of the top pages. Pages with high view counts and high click through rates indicate high performing pages.
- Average search position per page is for all terms that yield a search impression. The page may rank highly for certain high-volume terms and lower for other low-volume terms which can reduce the overall search position.

The data used to generate the table is extracted for the period 2023-05-01 to 2023-09-30 (152 days).

Table 21: Search Ranking and Click Through Rate for Top 20 Site Pages

Landing Page	Average Search Position	Number of Impressions	Number of Clicks	Click Through Rate (%)	Average Daily Impressions	Average Daily Clicks
/crosswind/	7.875	180820	36597	20.24	1190	241
/airspeed-conversions/	9.637	384054	30588	7.96	2527	201
/atmcalc/	16.073	137470	9769	7.11	904	64
/lift-drag-moment-coefficient/	12.163	228840	4292	1.88	1506	28
/thrust-cruise-speed/	11.963	201803	3279	1.62	1328	22
/intro-wing-design/	11.517	617793	3254	0.53	4064	21
/wing-structural-design/	9.24	277725	3187	1.15	1827	21
/design-aircraft-tail/	9.729	268921	3133	1.17	1769	21
/naca-4-series-airfoil-generator/	8.598	69001	2986	4.33	454	20
/propeller/	9.342	462291	2918	0.63	3041	19
/density-altitude/	10.934	144155	2383	1.65	948	16
/intro-fuselage-design/	9.246	106378	2198	2.07	700	14
/fuselage-structure/	6.279	176701	1666	0.94	1163	11
/carburetor/	10.693	267942	1654	0.62	1763	11
/intro-sweep-angle/	11.779	115731	1546	1.34	761	10
/reynolds-number-calculator/	14.872	52335	1456	2.78	344	10
/drag-polar/	10.194	102532	1432	1.4	675	9
/aircraft-electrical-system/	10.38	108783	1337	1.23	716	9
/aspect-ratio/	6.7	90442	1196	1.32	595	8
/hydraulic-system/	12.217	236366	1137	0.48	1555	7

The average daily impression and average daily number of clicks for the period 2023-05-01 to 2023-09-30 (152 days) are plotted on the same set of axes in the figure below.

- Pages with a high number of impressions but low daily clicks represent an opportunity to increase click through rate through Search Engine Optimisation.
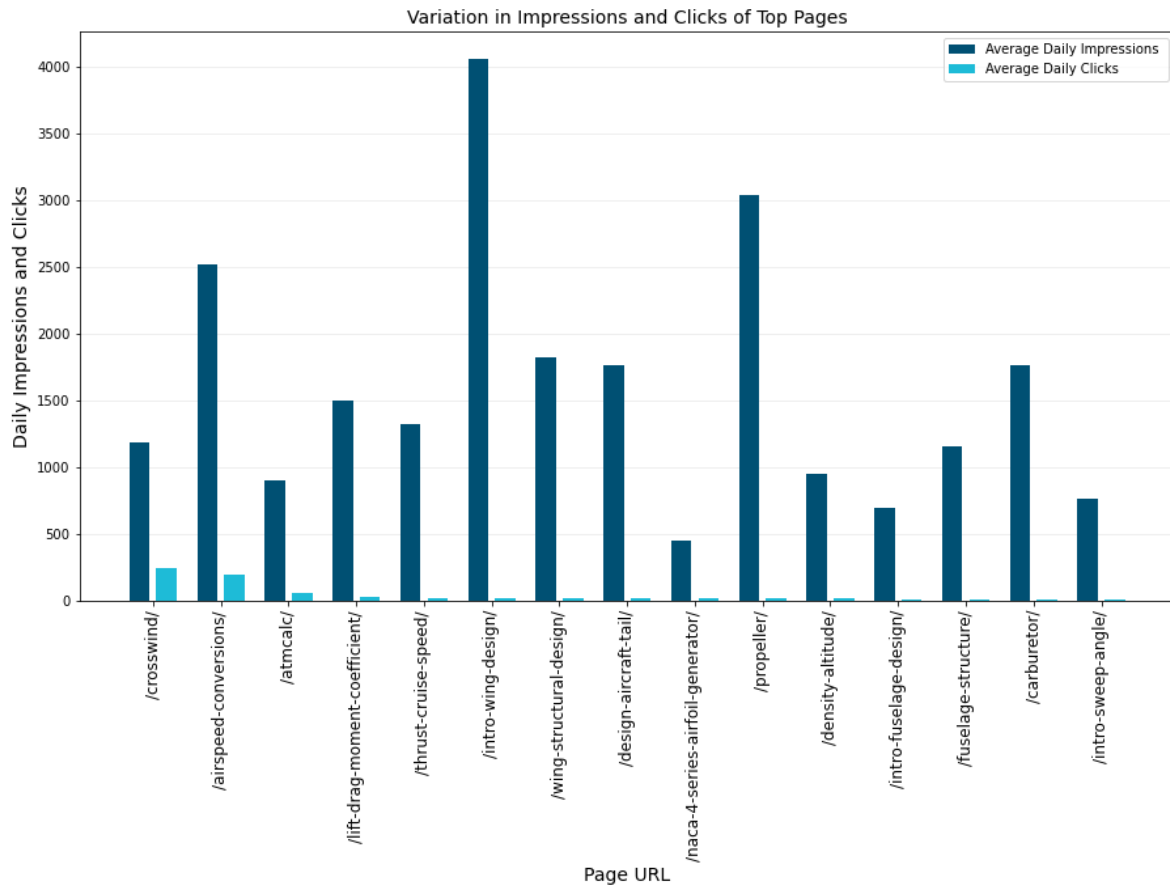- The ratio of clicks-to-impressions is defined as the click-through rate.

Figure 24: Variation in Impressions and Clicks of Top Pages

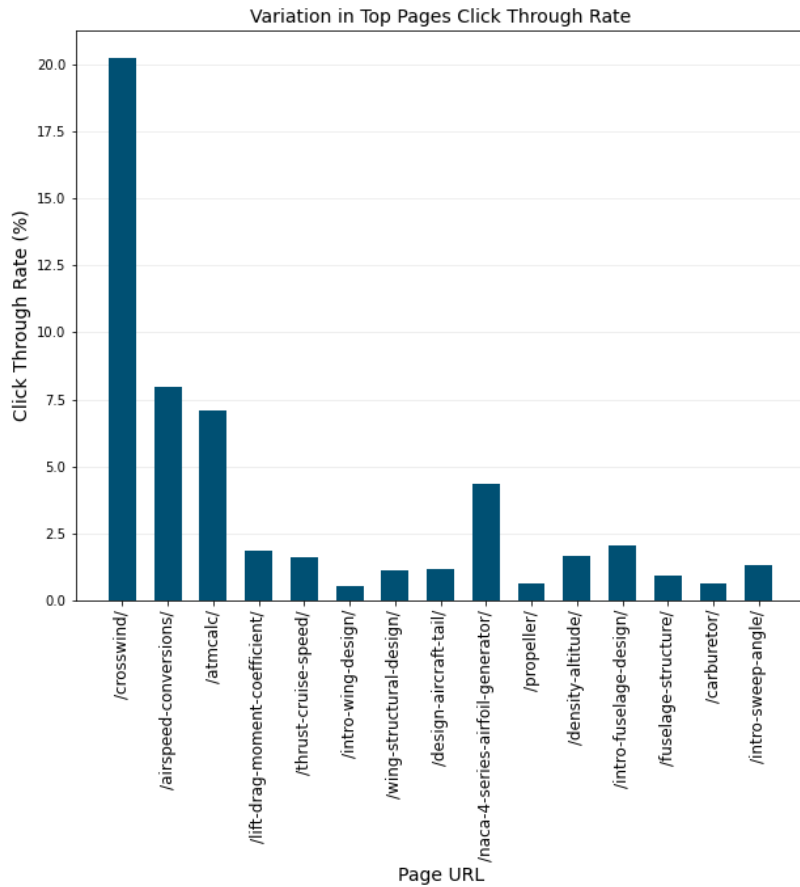The variation in click through rate of the most traffic pages are plotted in the figure below.

Figure 25: Variation in Top Pages Click Through Rate